

## ORDER



**Orders**  
**Order / Rev:** 168745  
**Alt Order #:** 06362839  
**Product Desc:** AMER 4 PROSPRTY SEN  
**Estimate:** 2075  
**Flight Dates:** 10/05/12 - 10/11/12  
**Original Date / Rev:** 10/03/12 / 10/03/12  
**Order Type:** GENERAL

WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services  
**Buying Contact:** Elise Cloyd  
**Billing Contact:**  
 600 Fairmount Ave. #306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/Americans for Prosperity  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/11/12	24	\$44,200.00	\$37,570.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$44,200.00	\$37,570.00	0.00
<b>Totals</b>	<b>24</b>	<b>\$44,200.00</b>	<b>\$37,570.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	22%	\$44,200.00
Market	100%	\$200,909.09

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	27%	\$54,245.45
WITI	32%	\$64,290.91
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	19%	\$38,172.73
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/05/12	10/05/12	Jeopardy 6p-630p	CM	M-F 6p-630p	----1--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
6p-630p/Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--			1			\$1,500.00		0.00			
E 2	WDJT	10/05/12	10/05/12	Wheel of Fortune 630p-7p	CM	M-F 630p-7p	----1--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
630p-7p/Wheel															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--			1			\$1,500.00		0.00			

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Advertiser: Issue/Americans for Prosperity  
 Product Desc: AMER 4 PROSPRTY SEN  
 Estimate: 2075

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/05/12	10/07/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p ----FSS	:30	3	\$1,600.00	P-1	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----FSS				3	\$1,600.00		0.00			
E 4	WDJT	10/05/12	10/05/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p ----1--	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--				1	\$6,000.00		0.00			
E 5	WDJT	10/06/12	10/06/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----2-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----2-				2	\$500.00		0.00			
E 6	WDJT	10/06/12	10/06/12	Sa 7p - 8p Made In Jersey	CM	7p - 8p -----1-	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-				1	\$1,000.00		0.00			
E 7	WDJT	10/06/12	10/06/12	Sa 8p - 9p NCIS	CM	8p - 9p -----1-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-				1	\$1,500.00		0.00			
E 8	WDJT	10/06/12	10/06/12	Sa 9p - 10p 48 Hours	CM	9p - 10p -----1-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-				1	\$1,500.00		0.00			
E 9	WDJT	10/08/12	10/11/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p MTWT---	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWT---				4	\$1,500.00		0.00			
E 10	WDJT	10/08/12	10/11/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p MTWT---	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWT---				4	\$1,500.00		0.00			
E 11	WDJT	10/08/12	10/11/12	M-F Late News M-F Late News	CM	10p-1035p MTWT---	:30	4	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWT---				4	\$1,600.00		0.00			
E 12	WDJT	10/09/12	10/09/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----				1	\$7,000.00		0.00			
Totals													24	\$44,200.00